A VISION FOR 2020

Throughout its 150-year history, Davenport University has been dedicated to the preparation of students for success in careers and in life.

Vision 2020 will build on the University’s strong record, generating respect and renown as an innovative institution of the highest quality, helping students to achieve career dreams, exceed the expectations of their employers and transform the communities in which they work and live.

To achieve this dynamic vision, Davenport will continue to transform in ways that will help prepare students for a future that looks very different from today. Through its innovation and quality initiatives, student outcomes will be accelerated to achieve levels that compare favorably with those at Michigan’s leading public universities.

As a result, Davenport University will be recognized as a compelling force for change in higher education and others will seek to emulate Davenport’s practices as a model for higher education in the 21st Century.

THE TRANSFORMATIONAL JOURNEY

Through Vision 2015, Davenport University already has undergone an incredible transformation. Student persistence and retention have steadily grown and the University’s graduation rate increased by 110 percent, an amazing feat in higher education.

Student and graduate satisfaction rates have risen to all-time highs, as have philanthropic contributions. High marks were given for the preparedness of graduates in Davenport’s first-ever Employer Satisfaction Survey, with many leaders providing strong endorsements for the University’s new direction.

More than a dozen degree programs were launched through a streamlined process that gauges market needs and student demand. Davenport’s first doctoral degree — in Physical Therapy — was approved and the new College of Urban Education was launched to transform how teachers and leaders are prepared for service in urban school districts.

One of the nation’s first employment guarantees was launched for DU’s accounting students.

Vision 2015 has helped to create a strong foundation for the accelerated change that will now be accomplished through Vision 2020.

Davenport University is an institution on the move, and we invite you to partner with us as we transform students, employers, our communities and even higher education itself.
At the core of Davenport’s success is an education that equips students with the knowledge, global competencies and values they need to achieve their career and life goals. To help students Get Where the World is Going in the growing career fields of business, technology, health and urban education, Vision 2020 will:

- Accelerate improvements to student persistence, retention and graduation rates.
- Innovate with new degree programs that provide pathways to growing career fields, better meet the demands of the marketplace and reduce students’ time to completion.
- Create a new Center for Entrepreneurship to make Davenport a leader in entrepreneurial education across all its colleges, supporting the accelerated growth of new Michigan businesses.
- Expand the College of Urban Education to provide bachelor and master degrees transforming how educators and leaders are prepared for service in urban school districts.
- Enhance the ability of students to change majors without adding to their time-to-completion.
- Extend the Employment Guarantee program to up to 25 percent of degree programs.
- Partner with businesses, healthcare organizations and school districts to ensure up to 90% of Davenport graduates obtain employment.
Increasing access to the potentially life-changing, career-focused education that Davenport provides is a key aspiration of Vision 2020. To expand and enhance access, Davenport will:

- Keep tuition among the lowest third of all private colleges and universities in Michigan.
- Increase the number and levels of need-based scholarships awarded.
- Develop partnerships with community colleges that provide a more streamlined pathway for community college students to Davenport’s bachelor and graduate degree programs.
- Locate Davenport campuses in Michigan markets with the highest student demand and strongest employment opportunities, including the two largest metropolitan regions of Grand Rapids and Detroit.
- Leverage leading-edge technologies to support student learning anywhere, any time.
- Expand online offerings that appeal to prospective students across the U.S. and internationally.
- Address the needs of minority groups, including the expanding Hispanic population.
To achieve high levels of student academic success and operational excellence requires an active and engaged workforce who demonstrates global competencies in service to the University’s communities. Through Vision 2020, Davenport will seek to:

- Establish new highs for the satisfaction of students, graduates, the employers of its graduates and faculty and staff.
- Generate increased financial support to Davenport by donors.
- Engage faculty and staff in strategic planning, with high levels of participation in professional development and community service opportunities.
- Be recognized as a “Best Place To Work” in higher education.
Davenport University’s operations will continue to position the institution as a leader in higher education, with strengths in preparing adult and traditional students for in-demand careers at the heart of the economy. Through Vision 2020, Davenport’s commitment to sustainable excellence will be exemplified by:

- Continued fiscal responsibility, helping the University invest in growth.
- An enrollment approaching a more sustainable balance between full- and part-time students, resulting from new degree programs oriented to full-time students, expanded athletic programs and the possible creation of a second residential campus.
- Fundraising efforts resulting in giving at the highest levels in University history.
- Increased revenues from non-credit and corporate education programs.
- Cultivation of the innovation of faculty, staff and students, with high participation rates in strategic planning exercises and internal training programs.
- Commitment to environmental stewardship, effective governance and increased awareness and understanding of best practices in sustainability by students and staff.
With high levels of student achievement and a strengthened position across Michigan, including in its largest markets of Detroit and Grand Rapids and through its Global Campus online, Davenport will be viewed and sought out as an influential leader in higher education, serving as a resource to community, legislative and higher education leaders.

By 2020, Davenport University will rank among the best of all colleges and universities in the Midwest and its transformational efforts and quality achievements will earn recognition as the recipient of the State Quality Award from the Michigan Quality Council, leading to the University’s application for the Malcolm Baldrige National Quality Award.

Through Vision 2020, Davenport University will become a compelling force for change in higher education, and other institutions will seek to emulate Davenport’s practices as a model for how leaders and professionals are prepared to succeed in the 21st Century.